

Major Metropolitan Regions

1. *What problems and challenges do you face in terms of implementing the visions and strategies from your blueprint process?*
2. *In particular, how are you handling those visions and strategies that have to do with planning for and providing areas for housing, mixed use?*
3. *What has worked in your region?*
4. *What has not worked?*

Implementation Strategies

Issues and Challenges	Solutions
Strategic growth is often opposed at the local level by NIMBYs and Community Groups – regardless of the benefits provided to the community as a whole.	State should play the role of “arbitrator” and offer financial rewards (incentives) for communities that leverage public investment to achieve better transportation, housing, and open space outcomes.
How should we build the public’s understanding about the concept of “performance-based outcomes?” Terms used by planners such as “vehicle miles traveled per household” may not be easily understood by the general public.	Demonstrate the positive results of effective planning such as parks near housing, decreased crime rates, and improvements to quality of life. Provide examples of “bad planning” by showcasing the ill-effects of pollution, commute times, and asthma rates for children.
How should we address the affordable housing crisis that is adversely impacting virtually every region of the state?	Encourage trading between “housing rich” communities and those communities in need of additional units. Provide state dollars for mapping of open space. Impacted locations are allowed to trade with neighboring jurisdictions Support the production of affordable housing units for children, veterans and the elderly.
Population projections and forecasting is a critical aspect of the regional blueprint process, but challenging due to the rapid pace of growth and the varied set of data that is used to come up with forecasts.	Coordinate with the State to reach agreement on population projection and forecasts. Encourage regional agencies (water, transportation, and housing agencies) to share population data.

Policy Strategies

Issues and Challenges	Solutions
How can community members be effectively involved in the development of regional blueprint planning efforts?	Apply a bottoms-up/grassroots approach to engaging community-based organizations and in the creation of scenarios about the types of amenities that would be desirable and feasible. Regional blueprints are a dynamic process that requires ongoing effort on the part of regional agencies.
How should we rebuild our older, urban areas? The concept of “eminent domain” is perceived as an affront to social equity concerns and by some not a viable alternative.	Provide financial incentives for redevelopment upgrades and provide prioritized funding for regions that improve the conditions for those living in under-resourced, urban areas.
How do we arrive at a reliable and accurate set of performance measures?	<ul style="list-style-type: none">- The state should set broad goals and provide flexibility to regions in meeting those goals and measuring performance.- Some performance measures will be common throughout the state; some will be uniquely drawn from the specific characteristics of particular regions.- Depending up regional p lanning and implementation priorities different measures will have greater or lesser importance in different regions at different moments in time.

Affinity Group Discussion – Blueprint Learning Network

San Joaquin Valley

1. *What are the major analytical, mapping, forecasting, or other technical challenges/problems that you are facing, especially related to land use planning and providing land for housing?*
2. *What solutions, options or ideas are you coming up with (or already done) to solve these issues?*
3. *What are the big policy challenges/problems you are facing or likely to face in terms of land use planning and providing adequate land for meeting housing goals?*
4. *What solutions, options or ideas are emerging?*

Implementation Strategies

Issues and Challenges	Solutions
How do we communicate the status and future of the SJV to the public?	Regional Blueprint Planning efforts to provide a regular “update” on the state of the SJV.
How should we talk about Regional Blueprint Planning in a way that builds support?	Focus on two types of stories when discussing regional efforts: examples of that illustrate the benefits of better growth planning and instances where the status quo are producing negative impacts on the community (e.g. pollution, congestion, loss of prime agricultural land).
How can we educate local elected officials about the benefits of blueprint planning?	Show local elected/state what other regions are doing to improve quality of life and leverage public investment. Build upon existing forums and local agencies hosting public gatherings exploring regional needs and solutions.
What are some of the resources available to assist regional blueprint champions with efforts in their community?	A host of tools are available for review including: <ul style="list-style-type: none">- UC Davis model report- Great places- Use existing modeling group as a resource to share skills and data- Build capacity in SJV- State to assist SJV to purchase tools at a better price.

Policy Strategies -- San Joaquin Valley

Issues and Challenges	Solutions
How can we demonstrate the benefits of Blueprint Planning?	Effective public policy strategies require a multi-faceted approach, including the following tactics: <ul style="list-style-type: none">- focus on communicating with local electeds- develop a clear message and retain discipline when referring to Blueprint Planning efforts.- develop a systemized approach to collecting baseline information- establish regularly scheduled forums for regional discussion and deliberation

Affinity Group Discussion – Blueprint Learning Network

	<ul style="list-style-type: none">- define the challenges facing the region if nothing is done and no change in growth pattern is adopted- use SJV County supervisor group
How can we look at the larger world economy in the context of the future of the SJV?	Focus on the importance of regional economic solutions by recognizing the mounting pressure on regional ports and roadways. Emphasize regional assets and reduce regional deficiencies and the benefits of improved quality of life (e.g. access to housing and health care).
How can fiscal incentives play a role in advancing Blueprint Planning efforts in the SJV?	Local government in need of funds to pay for projects stemming from growth-related pressures will have the opportunity to access public dollars when blueprint planning efforts are realized.
Cities & Counties continually fight over limited tax dollars – how can Blueprint Planning efforts help?	<p>Blueprint Planning efforts can reduce destructive behaviors by adopting the following:</p> <ul style="list-style-type: none">Maintain regional values “bigger picture” without emphasizing the issue of control.Broaden discussion to include the economy (start here) and education in addition to land use and transportation issues.Find a way to share benefits, balance housing and agricultural needs.Assess the distribution of regional funds and tax revenues.Use tools (models) to share information in a uniform format.Find common ground on the topics of CEQA reform and air quality.Look at overall impacts – not the effects of specific projects.Address the needs of municipal staff for data,Roll-up local information to the larger SJV Blueprint Planning project

Other Metropolitan Planning Organizations

1. *What are the major analytical, mapping, forecasting, or other technical challenges/problems that you are facing, especially related to land use planning and providing land for housing?)*
2. *What solutions, options or ideas are you coming up with to solve these issues?*
3. *What are the big policy challenges/problems you are facing or likely to face in terms of land use planning and providing adequate land for meeting housing goals?*
4. *What solutions, options or ideas are emerging?*

Policy Strategies

Issues and Challenges	Solutions
People moved away from cities to live in a rural setting. People who live in rural regions in California often do so to get away from growth. How do we begin to develop policies that appear to be at odds with the values of residents in our communities?	Framing public conversations about growth in a way that illustrates the “threat” of doing nothing – increased traffic, increases in housing costs, and decrease in quality of life – helps to create a problem-solving approach where community problems are managed in a way that does not conflict with local values.
People in rural California do not uniformly accept that idea that growth is “inevitable.” What are some effective strategies for responding to the argument that “enough growth enough?”	Jurisdictions that are opposed to growth are free to try and close their doors. However, a sustainable model for generating tax revenue which pays for schools and essential public services requires that the economy grow at a measured and consistent pace. Better planning for growth is not about urbanizing rural areas; rather it aims to manage growth in a responsible fashion.
How do we get jurisdictions from throughout the region (largely rural areas) on the same page when their time and resources are limited?	Determine those issues that are relevant to the entire region and work toward monitoring key pieces of information such as: housing prices, acres of open space protected, and congestion levels. Identify forums and existing meetings to address these concerns where key players are already at the table, rather than try and set-up discrete convenings.
There are two competing phenomenon in rural California: housing costs continue to surge upward while the tourist industry continues to expand. The challenge is that the jobs created by tourism do not pay a wage that is commensurate with housing that is on the market. How can we work to reconcile these divergent trends?	Solution to the affordable housing crisis require bold policies such as: ordinances that support a combination of market rate and affordable housing; employer match programs where employers are provided incentives for building housing; affordable housing trust funds where state and federal dollars are brought-in to support local affordable housing projects. Tourism-related jobs need to fit-in with a broader economic development strategy that support locally suitable activities (e.g. skiing, recreation, and, agriculture) while developing local capacity to compete in the global marketplace.

Implementation Strategies -- Other Metropolitan Planning Organizations

Affinity Group Discussion – Blueprint Learning Network

Issues and Challenges	Solutions
What tools (software, other) that can help us come-up with baseline projections for our population and housing estimates?	Software solutions such as PLACES3 and others may or may not be appropriate for your particular Blueprint Planning effort and depends upon the stage of “evolution” of your particular project. In some cases, old-fashioned markers and notepads may be suitable for capturing the vision and requirements of community members. In other instances, mapping of land and topographical considerations may require more sophisticated (and costly) solutions.
How do you align databases from a technical point of view?	Development models that are appropriate (density models need to be demonstrated) and transportation solutions (buses and not light rail in most rural areas) are most effective when coordination takes place at the initial stage of the project.
How do you get participation from community members in rural regions?	Creative outreach strategies include: utilizing schools, churches, and even major employers as sites for meetings with community members. Effective Blueprint Planning efforts should bring the decisions to the people rather than expect people to attend meetings after work or on weekends.